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ORIGINAL

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December 14, 1988

Licensed in D.C. only

RECEIVED

Hon. Donna Searcy
Secretary
Federal Communications Commission
1919 M Street N.W.
Washington, D.C. 20554

891214

RE: Application of Peaches Broadcasting, Ltd. for construction permit
for a new FM station on Channel 289A, Baldwin, Florida

FCC
FEE SECTION

Dear Ms. Searcy:

Transmitted herewith are an original and two copies of the application of Peaches Broadcasting, Ltd. for a construction permit for a new FM station to operate on Channel 289A, Baldwin, Florida. The filing window closes today, December 14.

Associated with the application is a check in the amount of \$1800.00 for the filing fee.

Please direct any questions concerning this matter to the undersigned counsel.

Very truly yours,

David Honig

David Honig
Counsel for Peaches
Broadcasting, Ltd.

Enclosures

RECEIVED

JAN 9 1989

FM EXAMINER

105.7MHZ
BPH -8912144N NEW
BALDWIN FL
PEACHES BROADCASTING, LTD.

Code 30 PB, 3/20/90

Code 31 - 1-16-90

Federal Communications Commission
Washington, D. C. 20554

FCC 301

Approved by OMB
3080-0027

Expires 2/28/92

See Page 25 for information
regarding public burden estimate

APPLICATION FOR CONSTRUCTION PERMIT FOR COMMERCIAL BROADCAST STATION

For COMMISSION Fee Use Only

RECEIVED

891214

FCC
FEE SECTION

FEE NO:

00010807

FEE TYPE

MN

FEE AMT:

1800.00

ID SEQ:

17

For APPLICANT Fee Use Only

Is a fee submitted with this application?

Yes

No

If fee exempt (see 47 C.F.R. Section 1.1112),
indicate reason therefor (check one box):☐ Noncommercial educational licensee☐ Governmental entity

FOR COMMISSION USE ONLY

FILE NO.

BPH-891214 MN

Section 1 - GENERAL INFORMATION

1. Name of Applicant Peaches Broadcasting, Ltd. [Peaches Productions Group, Inc., General Partner]			Send notices and communications to the following person at the address below:		
Street Address or P.O. Box 330 W. State Street			Name David Honig, Esq.		
City Jacksonville	State FL	ZIP Code 32202	Street Address or P.O. Box 1800 N.W. 187th Street		
City Miami	State FL	ZIP Code 33056	Telephone No. (Include Area Code) 305-628-3600		
Telephone No. (Include Area Code) 904-353-1947			Telephone No. (Include Area Code) 305-628-3600		

2 This application is for:

☐ AM☒ FM☐ TV

(a) Channel No. or Frequency

289A

105.7

(b) Principal
Community

City

Baldwin

State

FL

(c) Check one of the following boxes:

☒

Application for NEW station

☐

MAJOR change in licensed facilities; call sign: _____

☐

MINOR change in licensed facilities; call sign: _____

☐

MAJOR modification of construction permit; call sign: _____

File No. of construction permit: _____

☐

MINOR modification of construction permit; call sign: _____

File No. of construction permit: _____

☐

AMENDMENT to pending application; Application file number: _____

E: It is not necessary to use this form to amend a previously filed application. Should you do so, however, please submit only Section 1 and those other portions of the form that contain the amended information.

8. Is this application mutually exclusive with a renewal application?

☐ Yes☒ No

If Yes, state:

N/A

Call letters

Community of License

City

State

Section II - LEGAL QUALIFICATIONS

Name of Applicant

Peaches Broadcasting, Ltd.

1. Applicant is (check one box below)

☐ Individual

☐ General partnership

☐ For-profit corporation

☐ Other

☒ Limited partnership

☐ Not-for-profit corporation

2. If the applicant is an unincorporated association or a legal entity other than an individual, partnership, or corporation, describe in an Exhibit the nature of the application. N/A

Exhibit No.

NOTE: The terms "applicant," "parties to this application," and "non-party equity owners in the applicant" are defined in the instructions for Section II of this form. Complete information as to each "party to this application" and each "non-party equity owner in the applicant" is required. If the applicant considers that to furnish complete information would pose an unreasonable burden, it may request that the Commission waive the strict terms of this requirement with appropriate justification.

3. If the applicant is not an individual, provide the date and place of filing of the applicant's enabling charter (e.g., a limited partnership must identify its certificate of limited partnership and a corporation must identify its articles of incorporation by date and place of filing):
Certificate of Limited Partnership filed:
Date December 12, 1989 Place Tallahassee, FL

In the event there is no requirement that the enabling charter be filed with the state, the applicant shall include the enabling charter in the applicant's public inspection file. If, in the case of a partnership, the enabling charter does not include the partnership agreement itself, the applicant shall include a copy of the agreement in the applicant's public inspection file.

4. Are there any documents, instruments, contracts or understandings (written or oral), other than instruments identified in response to Question 3 above, relating to future ownership interests in the applicant, including but not limited to, insulated limited partnership shares, nonvoting stock interests, beneficial stock ownership interests, options, rights of first refusal, or debentures?

☐ Yes ☒ No

If Yes, submit as an Exhibit all such written documents, instruments, contracts, or understandings, and provide the particulars of any oral agreement. N/A

Exhibit No.

5. Complete, if applicable, the following certifications:

(a) Applicant certifies that no limited partner will be involved in any material respect in the management or operation of the proposed station.

☒ Yes ☐ No

If No, applicant must complete Question 6 below with respect to all limited partners actively involved in the media activities of the partnership.

(b) Does any investment company (as defined in 15 U.S.C. Section 80 a-3), insurance company, or trust department of any bank have an aggregated holding of greater than 5% but less than 10% of the outstanding votes of the applicant?

☐ Yes ☒ No

If Yes, applicant certifies that the entity holding such interest exercises no influence or control over the applicant, directly or indirectly, and has no representatives among the officers and directors of the applicant.

☐ Yes ☐ No

N/A

Sec 1 n 11 - LEGAL QUALIFICATIONS (Page 2)

6. List the applicant, parties to the application and non-party equity owners in the applicant. Use one column for each individual or entity. Attach additional pages if necessary.

(Read carefully - The numbered items below refer to line numbers in the following table.)

1. Name and residence of the applicant and, if applicable, its officers, directors, stockholders, or partners (if other than individual also show name, address and citizenship of natural person authorized to vote the stock). List the applicant first, officers next, then directors and, thereafter, remaining stockholders and partners.

2. Citizenship.

3. Office or directorship held.

4. Number of shares or nature of partnership interests.

5. Number of votes.

6. Percentage of votes.

7. Other existing attributable interests in any broadcast station, including the nature and size of such interests.

8. All other ownership interests of 5% or more (whether or not attributable), as well as any corporate officership or directorship, in broadcast, cable, or newspaper entities in the same market or with overlapping signals in the same broadcast service, as described in 47 C.F.R. Section 73.3555 and 76.501, including the nature and size of such interests and the positions held.

1	Peaches Broadcasting, Ltd. 330 W. State Street Jacksonville, FL 32202	Peaches Productions Group, Inc. 330 W. State Street Jacksonville, FL 32202	Stephan Weissman 355 Boca Ciega Drive Madeira Beach, FL 33708
2	Florida Limited Partnership	Florida Corporation	U.S.
3	Applicant	Sole General Partner	Sole Limited Partner
4	N/A	25% equity interest (not divided into units)	75% equity interest (all 15 Units of limited partnership interest)
5	N/A	One	None
6	N/A	100%	0
7	None	None	None
8	None	None	See Exhibit 1

Sect . 11 - LEGAL QUALIFICATIONS (Page 2)

6 List the applicant, parties to the application and non-party equity owners in the applicant. Use one column for each individual or entity. Attach additional pages if necessary.

(Read carefully - The numbered items below refer to line numbers in the following table.)

1 Name and residence of the applicant and, if applicable, its officers, directors, stockholders, or partners (if other than individual also show name, address and citizenship of natural person authorized to vote the stock). List the applicant first, officers next, then directors and, thereafter, remaining stockholders and partners.

2 Citizenship.

3 Office or directorship held.

4 Number of shares or nature of partnership interests.

5 Number of votes.

6 Percentage of votes.

7 Other existing attributable interests in any broadcast station, including the nature and size of such interests.

8 All other ownership interests of 5% or more (whether or not attributable), as well as any corporate officership or directorship, in broadcast, cable, or newspaper entities in the same market or with overlapping signals in the same broadcast service, as described in 47 C.F.R. Section 73.3555 and 73.501, including the nature and size of such interests and the positions held.

1	Frederick Matthews 9130 11th Avenue Jacksonville, FL 32208	Anna Matthews 9130 11th Avenue Jacksonville, FL 32208	
2	U.S.	U.S.	
3	President and Director of Peaches Productions Group, Inc.	Vice President, Secretary and Director of Peaches Productions Group, Inc.	
4	50 shares in Peaches Productions Group, Inc.	50 shares in Peaches Productions Group, Inc.	
5	50 votes in Peaches Productions Group, Inc.	50 votes in Peaches Productions Group, Inc.	
6	50% of votes in Peaches Productions Group, Inc.	50% of votes in Peaches Productions Group, Inc.	
7	None	None	
8	None	None	

Section II - LEGAL QUALIFICATIONS (Page 3)

7. Does the applicant, any party to the application or any non-party equity owner in the applicant have, or have they had, any interest in:

(a) a broadcast station, or pending broadcast station application before the Commission?

☒ Yes ☐ No

(b) a broadcast application which has been dismissed with prejudice by the Commission?

☐ Yes ☒ No

(c) a broadcast application which has been denied by the Commission?

☐ Yes ☒ No

(d) a broadcast station, the license of which has been revoked?

☐ Yes ☒ No

(e) a broadcast application in any pending or concluded Commission proceeding which left unresolved character issues against the applicant?

☐ Yes ☒ No

If the answer to any of the questions in (a)-(e) above is Yes, state in an Exhibit the following information:

Exhibit No.

1

(1) Name of party having interest;

(2) Nature of interest or connection, giving dates;

(3) Call letters of stations or file number of application or docket; and

(4) Location.

8. (a) Are any of the parties to the application or non-party equity owners in the applicant related (as husband, wife, father, mother, brother, sister, son or daughter) to each other?

☒ Yes ☐ No

(b) Does any member of the immediate family (i.e. husband, wife, father, mother, brother, sister, son or daughter) of any party to the application or non-party equity owner in the applicant have any interest in or connection with any other broadcast station, pending broadcast application or newspaper in the same area (see Section 73.3555(c)) or, in the case of a television station applicant only, a cable television system in the same area (see Section 76.501(a))?

☐ Yes ☒ No

If the answer to (a) or (b) above is Yes, attach an Exhibit giving full disclosure concerning the persons involved, their relationship, the nature and extent of such interest or connection, the file number of such application, and the location of such station or proposed station.

Exhibit No.

2

9. State in an Exhibit any interest the applicant or any party to this application proposes to divest in the event of a grant of this application.

N/A

Exhibit No.

OTHER MASS MEDIA INTERESTS

10. (a) Do individuals or entities holding nonattributable interests of 5% or more in the applicant have an attributable ownership interest or corporate officership or directorship in a broadcast station, newspaper or CATV system in the same area? (See Instruction 8 to Section 11.)

☐ Yes ☒ No

(b) Does any member of the immediate family (i.e. husband, wife, father, mother, brother, sister, son or daughter) of an individual holding a nonattributable interest of 5% or more in the applicant have any interest in or connection with any other broadcast station, pending broadcast application, newspaper in the same area (see Section 73.3555(c)), or, in the case of a television station applicant only, a cable television system in the same area (see Section 76.501(a))?

☐ Yes ☒ No

If the answer to (a) and/or (b) above is Yes, attach an Exhibit giving a full disclosure concerning the persons involved, their relationship, the nature and extent of such interest or connection, the file number of such application, and the location of such station or proposed station.

Exhibit No.

N/A

Section 11 - LEGAL QUALIFICATIONS (Page 4)

CITIZENSHIP AND OTHER STATUTORY REQUIREMENTS

11. (a) Is the applicant in violation of the provisions of Section 810 of the Communications Act of 1934, as amended, relating to interests of aliens and foreign governments? (See Instruction 6 to Section 11.)

☐ Yes ☒ No

(b) Will any funds, credits or other financial assistance for the construction, purchase or operation of the station(s) be provided by aliens, foreign entities, domestic entities controlled by aliens, or their agents?

☐ Yes ☒ No

If the answer to (b) above is Yes, attach an Exhibit giving full disclosure concerning this assistance. N/A

Exhibit No.

12. (a) Has an adverse finding been made or an adverse final action been taken by any court or administrative body as to the applicant, any party to this application, or any non-party equity owner in the applicant in a civil or criminal proceeding brought under the provisions of any law related to the following:

Any felony; broadcast related antitrust or unfair competition; criminal fraud or fraud before another governmental unit; or discrimination?

☐ Yes ☒ No

(b) Is there now pending in any court or administrative body any proceeding involving any of the matters referred to in (a) above?

☐ Yes ☒ No

If the answer to (a) and/or (b) above is Yes, attach an Exhibit giving full disclosure concerning persons and matters involved, including an identification of the court or administrative body and the proceeding (by dates and file numbers), a statement of the facts upon which the proceeding is or was based or the nature of the offense alleged or committed, and a description of the current status or disposition of the matter. N/A

Exhibit No.

SECTION III - FINANCIAL QUALIFICATIONS

NOTE: If this application is for a change in an operating facility do not fill out this section.

1. The applicant certifies that sufficient net liquid assets are on hand or that sufficient funds are available from committed sources to construct and operate the requested facilities for three months without revenue.

☒ Yes ☐ No

2. State the total funds you estimate are necessary to construct and operate the requested facility for three months without revenue. (includes estimated prosecution costs)

\$ 542,526

3. Identify each source of funds, including the name, address, and telephone number of the source (and a contact person if the source is an entity), the relationship (if any) of the source to the applicant, and the amount of funds to be supplied by each source.

Source of Funds (Name and Address)	Telephone Number	Relationship	Amount
CVC Capital Corp. 131 E. 62nd Street New York, N.Y. 10021 Joerg Klebe, President	212-319-7210	None	\$600,000 loan for construction and initial operation
Peaches Productions Group, Inc. 330 W. State Street Jacksonville, FL 32202 Fred & Anna Matthews, Owners	904-353-1947	General Partner	\$2000 toward prosecution expenses
Stephan Weissman 355 Boca Ciega Drive Madeira Beach, FL 33708	813-392-5295	Limited	\$65,000 toward prosecution expenses

Section IV-A - PROGRAM SERVICE STATEMENT

Attach as an Exhibit, a brief description, in narrative form, of the planned programming service relating to the issues of public concern facing the proposed service area.

Exhibit No. 3

Section IV-B - INTEGRATION STATEMENT

Attach as an Exhibit the information required in 1. and 2. below.

Exhibit No. 4

1. List each principal of the applicant who, in the event of a grant of the application on a comparative basis proposes to participate in the management of the proposed facility and, with respect to each such principal, state whether he or she will work full-time (minimum 40 hours per week) or part-time (minimum 20 hours per week) and briefly describe the proposed position and duties.
2. State with respect to each principal identified in response to Item 1. above, whether the applicant will claim qualitative credit for any of the following enhancement factors:
 - (a) Minority Status
 - (b) Past Local Residence
If Yes, specify whether in the community of license or service area and the corresponding dates.
 - (c) Female Status
 - (d) Broadcast Experience
If Yes, list each employer and position and corresponding dates.
 - (e) Daytime Preference

SECTION VI - EQUAL EMPLOYMENT OPPORTUNITY PROGRAM

1. Does the applicant propose to employ five or more full-time employees?

☒ Yes ☐ No

If Yes, the applicant must include an EEO program called for in the separate Broadcast Equal Employment Opportunity Program Report (FCC 898-A).

SECTION VII - CERTIFICATIONS

1. Has or will the applicant comply with the public notice requirement of 47 C.F.R. Section 73.3580?

☒ Yes ☐ No

2. Has the applicant reasonable assurance, in good faith, that the site or structure proposed in Section V of this form, as the location of its transmitting antenna, will be available to the applicant for the applicant's intended purpose?

☒ Yes ☐ No

If No, attach as an Exhibit, a full explanation.

N/A

Exhibit No.

3. If reasonable assurance is not based on applicant's ownership of the proposed site or structure, applicant certifies that it has obtained such reasonable assurance by contacting the owner or person possessing control of the site or structure.

Name of Person Contacted Henson & Grace Boyd

Telephone No. (include area code) (904) 266-4403

Person contacted: (check one box below)

☒ Owner

☐ Owner's Agent

☐ Other (specify)

The APPLICANT hereby waives any claim to the use of any particular frequency as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise, and requests an authorization in accordance with this application. (See Section 304 of the Communications Act of 1934, as amended.)


The APPLICANT acknowledges that all the statements made in this application and attached exhibits are considered material representations, and that all exhibits are a material part hereof and incorporated herein.

The APPLICANT represents that this application is not filed for the purpose of impeding, obstructing, or delaying determination on any other application with which it may be in conflict.

In accordance with 47 C.F.R. Section 1.85, the APPLICANT has a continuing obligation to advise the Commission, through amendments, of any substantial and significant changes in information furnished.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND IMPRISONMENT.
U.S. CODE, TITLE 18, SECTION 1001.

I certify that the statements in this application are true and correct to the best of my knowledge and belief, and are made in good faith.

Name of Applicant Peaches Broadcasting, Ltd.	Signature  Frederick Matthews
Date December 13, 1989	Title President of Peaches Productions Group, Inc., General Partner

FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT
AND THE PAPERWORK REDUCTION ACT

The solicitation of personal information requested in this application is authorized by the Communications Act of 1934, as amended. The principal purpose for which the information will be used is to determine if the benefit requested is consistent with the public interest. The staff, consisting variously of attorneys, analysts, engineers and applications examiners, will use the information to determine whether the application should be granted, denied, dismissed, or designated for hearing. If all the information is not provided, the application may be returned without action having been taken upon it or its processing may be delayed while a request is made to provide the missing information. Accordingly, every effort should be made to provide all necessary information. Your response is required to obtain the requested authority.

Public reporting burden for this collection of information is estimated to vary from 71 hours 45 minutes to 301 hours 50 minutes with an average of 118 hours 28 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, can be sent to the Federal Communications Commission, Office of Managing Director, Washington, D.C. 20554, and to the Office of Management and Budget, Paperwork Reduction Project (3060-0027), Washington, D.C. 20503.

THE FOREGOING NOTICE IS REQUIRED BY THE PRIVACY ACT OF 1974, P.L. 93-579, DECEMBER 31, 1974, 5 U.S.C. 552a(e)(3), AND THE PAPERWORK REDUCTION ACT OF 1980, P.L. 96-511, DECEMBER 11, 1980, 44 U.S.C. 3507.

Exhibit 1

Peaches Broadcasting, Ltd.
Channel 289A
Baldwin, Florida

MEDIA INTERESTS

Frederick Matthews formerly owned considerably less than 0.001% (less than 50 shares) of the stock of the Boston Globe pursuant to a stock option plan he exercised while employed at WOKV-AM, Jacksonville, Florida. The Boston Globe no longer owns that station. Mr. Matthews sold his stock over two years ago.

Stephan Weissman, sole limited partner of the applicant, is an 18% equity holder and limited partner in Roswell Broadcast Communications, Ltd., an applicant for a construction permit for Roswell, Georgia (File No. BPH-870727MM; MM Docket No. 89-337).

Exhibit 2

Peaches Broadcasting, Ltd.
Channel 289A
Baldwin, Florida

FAMILY RELATIONSHIPS

Frederick Matthews and Anna Matthews are husband and wife.

Exhibit 3

Peaches Broadcasting, Ltd.
Channel 289A
Baldwin, Florida

PROPOSED PROGRAMMING

The proposed station will employ a quarterly issues/programs list. It will use this list to identify problems and needs of concern to the community of license and programs it has broadcast in response to those problems and needs.

The station will provide extensive informational and issue-oriented programming to Baldwin and the surrounding area. It will broadcast a predominately music format, with regular newscasts at least five days per week. Several public service announcements will be broadcast daily to serve the informational needs of the public. At least two hours of locally produced public affairs programming will be broadcast each week and will respond to local issues. Particular attention will be given to providing broadcast service responsive to the problems and needs of the Black community.

The station will adhere to all programming regulations and guidelines contained, expressly or impliedly, in the Commission's Rules and the Communications Act.

The station will be a participant in the Emergency Broadcast System and will utilize the EBS alert for national, state and local emergencies, particularly weather emergencies. The station will install an NOAA weather wire and an NOAA weather receiver so that listeners can be kept informed of important weather information.

The station will be equipped with emergency power generators at both the studio and the transmitter site so that the station can continue to provide service to the community during an emergency such as a power outage due to severe weather.

Exhibit 4.

Peaches Broadcasting, Ltd.
Channel 289A
Baldwin, FL

STATEMENT OF INTEGRATION

Frederick Matthews, the President of Peaches Productions Group, Inc., which is the General Partner of Peaches Broadcasting Ltd., will work at the station as General Manager on a full-time basis (at least 40 hours per week). In that position, Mr. Matthews will ultimately be responsible for all management, administrative, and budgetary decisions relating to the operation of the station (except those normally performed by a Program Director). He will share responsibility for hiring the staff with Mrs. Matthews.

Anna Maria Matthews, the Vice President and Secretary of Peaches Productions Group, Inc., will work at the station as Program Director on a full-time basis (at least 40 hours per week). In that position, Mrs. Matthews will directly supervise and schedule all on-air employees, including announcers and the News and Public Affairs Director, and will ultimately be responsible for all programming decisions relating to the operation of the station. Mrs. Matthews will also implement the station's EEO Program. She will share responsibility for hiring the staff with Mr. Matthews.

The Matthews' will each resign all other employment in order to fulfill their integration commitments. To accomplish this, they will either sell or close down the nonbroadcast operations of PPGI.

Mr. Matthews is a Black male. He will make use of his racial background to provide a program service which will be particularly responsive to the needs of minorities in the service area, including the need for better interracial communications.

Mrs. Matthews is a Black female. She will make use of her racial background and her gender to provide a program service which will be particularly responsive to the needs of minorities and women in the service area, including the need for better interracial and inter-gender communications.

The Matthews' have been lifelong residents of Jacksonville (excepting Mr. Matthews' nine and one half year stint in the military, from 6/71-1/81). Throughout the time the Matthews' have resided in Jacksonville, they have lived within the 60 dbu contour of the proposed station. They do not plan to move to Baldwin, which is entirely surrounded by the City of Jacksonville.

Mr. Matthews has had substantial broadcast experience, including the following positions:

<u>Dates</u>	<u>Position and Duties</u>
1/72 - 1/81	Studied broadcasting at the Defense Information Institute, Fort Benjamin Harrison, Indiana, while an enlistee in the United States Air Force. Mr. Matthews' military assignments included broadcast work in Iceland, the Phillippines and San Antonio, Texas. While based in San Antonio (intermittently from 5/75 - 12/80) , Mr. Matthews worked with the Aerospace Audiovisual Service where, as a writer, director, producer and on/off camera talent, he was involved primarily with the production of training and promotional materials for Air Force and civilian personnel stationed in the area.
3/80 - 11/80	KSAT-TV, Channel 12, San Antonio, Texas: Weathercaster (16 hours per week)
3/81 - 4/81	WTLV-TV, Channel 12, Jacksonville, Florida: Weathercaster (16 hours per week)
8/81 - 1/82	WCGL-AM, Jacksonville, Florida: Announcer, News Director and Account Executive (25 hours per week)
1/82 - 12/82	WERD-AM, Jacksonville, Florida: Account Executive (fulltime)
1/83 - 10/83	WCGL-AM, Jacksonville, Florida: Operations Manager (fulltime)
10/84 - 7/88	WOKV-AM/WAIV-FM, Jacksonville, Florida: Senior News Reporter, Anchor, Talk Show Host and Producer (fulltime). In 1985, Mr. Matthews received two awards from the Florida Associated Press Broadcasters Association for Outstanding Documentary and Investigative Journalism.
1/87 - 8/87	Edward Waters College, Department of Communications: Associate Instructor. Taught classes in Radio and Television Broadcasting (20 hours per week).

<u>Dates</u>	<u>Position and Duties</u>
1/89 - Present	Peaches Productions Group, Inc. ("PPGI"): President (fulltime). PPGI is a media services company specializing in producing broadcast and print programs as well as offering services in public relations. Mr. Matthews is Executive Producer of the "Rising Star" television program which first aired four times on WJXT-TV in February, 1989 and which is scheduled to be on the Sunshine Cable Network. Mr. Matthews also publishes <u>The Outlet</u> , PPGI's monthly magazine, and since 1987 has been a weekly columnist in the <u>Jacksonville Advocate Free Press</u> .

Mrs. Matthews has no broadcast station experience, but has media experience transferable to broadcasting. As Vice President and Secretary of PPGI, Mrs. Matthews serves as Editor of The Outlet and as Editor of The Black Book: A Minority Business Directory (first published September, 1989). Mrs. Matthews is presently pursuing a degree in marketing from Jones College.

Mr. and Mrs. Matthews have each had extensive involvement in community organizations serving Duval County, which includes Baldwin. The organizations in which Mr. Matthews has been involved include:

<u>Dates</u>	<u>Activities and Responsibilities</u>
1978 - Present	Jacksonville Branch of the NAACP. Member since 1978; President, 7/83 - 10/84. Board Member since 1/82. Fulltime volunteer from 9/83 - 10/84. Since October, 1984, Mr. Matthews has devoted approximately two hours weekly to NAACP activities.
6/82 - Present	Jacksonville Association of Black Communicators. Founding President, 6/82 - 6/83; Board Member from 6/82 - 6/84. Mr. Matthews devoted approximately three hours per week to the Association while he was on the Board; he now devotes approximately one hour per week to the Association.
7/83 - 10/84	IMPACT: Board Member. IMPACT is a local crime prevention organization. Mr. Matthews devoted approximately two hours per week to IMPACT.

<u>Dates</u>	<u>Activities and Responsibilities</u>
8/83 - 9/89	Ritz Theater Renovation District, Inc. Board Member since 8/83; Secretary of the Board from 1/88 - 9/89. Mr. Matthews devoted approximately two hours per week to renovating the Theater.
9/87 - 9/88	Center of Excellence: Board Member. The Center was a support group for Black high school students, encouraging them to attend college. Mr. Matthews devoted approximately one hour per week to the Center.
8/88 - 6/89	Leadership Jacksonville, Class of 1988. This is a class designed to encourage and identify business, social and educational community leaders. Mr. Matthews devoted approximately eight hours per month to Leadership Jacksonville.
7/89 - Present	Superintendent's Vocational Advisory Committee: Member. Mr. Matthews devotes approximately one hour per week to the Advisory Committee.
8/89 - 9/89	United States Constitution Bicentennial Commission of Jacksonville: Member. Mr. Matthews devoted approximately two hours per month (for two months) to the Commission.
9/89 - Present	State Insurance Commissioner's Auto Insurance Task Force: Member. Mr. Matthews devotes approximately one hour per week to the Task Force.
12/89 - Present	Northwest Council of the Jacksonville Chamber of Commerce: Board Member (elected). Mr. Matthews expects to devote approximately two hours per week to the Northwest Chamber.

The organizations in which Mrs. Matthews has been involved include:

<u>Dates</u>	<u>Activities and Responsibilities</u>
9/83 - Present	Jacksonville Branch of the NAACP. Member since 9/83; Subscribing Life Member since 7/88. Elected Executive Board Member, 1/89. Mrs. Matthews devotes approximately two hours per week to the NAACP
9/87 - Present	Martin Luther King, Jr. Elementary School PTA: Member. Mrs. Matthews devotes approximately one hour per month to the PTA chapter.
7/88 - Present	Duval County Voter Registration Task Force: Member. Mrs. Matthews devotes approximately one hour per week to the Task Force.
11/88 - Present	Democratic Committeewoman District 8B: Elected November, 1988. Mrs. Matthews devotes approximately two hours per month to the Party.
4/89 - Present	Jacksonville Community Council (JCCI). Member. JCCI is a think tank which studies two major community issues annually.
6/89 - Present	Northwest Council of the Jacksonville Chamber of Commerce. Member since 6/89. Mrs. Matthews will take office as Treasurer in January, 1990. Mrs. Matthews expects to devote approximately two hours per week to the Chamber.

**BROADCAST EQUAL EMPLOYMENT OPPORTUNITY
MODEL PROGRAM REPORT**

1. APPLICANT

Name of Applicant Peaches Broadcasting, Ltd.	Address 330 W. State Street Jacksonville, FL 32202
Telephone Number (include area code) 904-353-1947	

2. This form is being submitted in conjunction with:

- ☒ Application for Construction Permit for New Station ☐ Application for Assignment of License
- ☐ Application for Transfer of Control
- (a) Call letters (or channel number of frequency) Channel 289A
- (b) Community of License (city and state) Baldwin, Florida
- (c) Service: ☐ AM ☒ FM ☐ TV ☐ Other (Specify) _____

INSTRUCTIONS

Applicants seeking authority to construct a new commercial, noncommercial or international broadcast station, applicants seeking authority to obtain assignment of the construction permit or license of such a station, and applicants seeking authority to acquire control of an entity holding such construction permit or license are required to afford equal employment opportunity to all qualified persons and to refrain from discrimination in employment and related benefits on the basis of race, color, religion, national origin or sex. See Section 73.2080 of the Commission's Rules. Pursuant to these requirements, an applicant who proposes to employ five or more full-time employees must establish a program designed to assure equal employment opportunity for women and minority groups (that is, Blacks not of Hispanic origin, Asians or Pacific Islanders, American Indians or Alaskan Natives and Hispanics). This is submitted to the Commission as the Model EEO Program. If minority group representation in the available labor force is less than five percent (in the aggregate), a program for minority group members is not required. In such cases, a statement so indicating must be set forth in the EEO model program. However, a program must be filed for women since they comprise a significant percentage of virtually all area labor forces. If an applicant proposes to employ fewer than five full-time employees, no EEO program for women or minorities need be filed.

Guidelines for a Model EEO Program and a Model EEO Program are attached.

NOTE: Check appropriate box, sign the certification below and return to FCC:

- ☐ Station will employ fewer than 5 full-time employees; therefore no written program is being submitted.
- ☒ Station will employ 5 or more full-time employees. Our Model EEO Program is attached. (You must complete all sections of this form.)

I certify that the statements made herein are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Signed and dated this 13th day of December, 19 89

Signed [Signature]
Title President, Peaches Productions Group, Inc., General Partner

**WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND IMPRISONMENT.
U.S. CODE, TITLE 18, SECTION 1001.**

Peaches Broadcasting, Ltd.
Channel 289A
Baldwin, Florida

EQUAL EMPLOYMENT OPPORTUNITY PROGRAM

1) GENERAL POLICY

It will be our policy to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

It will also be our policy to promote the realization of equal employment opportunity through a positive, continuing program of specific practices designed to ensure the full realization of equal employment opportunity without regard to race, color, religion, national origin or sex.

To make this policy more effective, and to ensure conformance with the Rules and Regulations of the Federal Communications Commission, we have adopted an Equal Employment Opportunity Program which includes the following elements.

2) RESPONSIBILITY FOR IMPLEMENTATION

Anna Matthews, Program Director, will be responsible for the administration and implementation of our Equal Employment Opportunity Program. It will also be the responsibility of all persons making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that our policy and program is adhered to and that no person is discriminated against in employment because of race, color, religion, national origin or sex.

3) POLICY DISSEMINATION

To assure that all members of the staff are cognizant of our equal employment opportunity policy and their individual responsibilities in carrying out this policy, the following communication efforts will be made:

a) The station's employment application form will contain a notice informing prospective employees that discrimination because of race, color, religion, national origin or sex is prohibited and that they may notify the appropriate local, state or federal agency if they believe they have been the victims of discrimination.

b) Appropriate notices will be posted informing applicants and employees that the station is an Equal Opportunity Employer and of their right to notify an appropriate local, state or federal agency if they believe they have been the victims of discrimination.

c) We will seek the cooperation of unions, if represented at the station, to help implement our EEO program. All union contracts will contain a nondiscrimination clause.

4) RECRUITMENT

To ensure nondiscrimination in relation to minorities and women, and to foster their full consideration in filling job vacancies, we propose to utilize the following recruitment procedures:

a) We will attempt to maintain systematic communication, both orally and in writing, with a variety of minority and women's organizations to encourage the referral of qualified minority and female applicants. Examples of organizations we intend to contact are the Jacksonville Branch of the NAACP, the Jacksonville Urban League, the National Black Media Coalition EEO Resource Center, and the Jacksonville Chapter of the Alpha Kappa Alpha Sorority.

b) In addition to the organizations noted above, which specialize in minority and female candidates, we will deal only with employment services, including state employment agencies, which refer job candidates without regard to their race, color, religion, national origin or sex. An example of such an employment service is the Job Service of Florida.

c) When we recruit prospective employees from educational institutions, such recruitment efforts will include schools and colleges with significant minority and female enrollments. Educational institutions to be contacted for recruitment purposes include Edward Waters College.

d) When utilizing media for recruitment purposes, help-wanted advertisements will always include a notice that we are an Equal Opportunity Employer and will contain no indication, either explicit or implied, of a preference for one sex over another.

e) When we place employment advertisements in print or broadcast media, some of such advertisements will be placed in media which have significant circulation or listenership, or are of particular interest, to minorities and women. An example of media to be utilized is the Jacksonville Advocate Free Press.

f) We will encourage employees, particularly minority and female employees, to refer minority and female candidates for job openings.

5) TRAINING

We will provide on-the-job training to upgrade the skills of employees.

Section V-B - FM BROADCAST ENGINEERING DATA	FOR COMMISSION USE ONLY File No. _____ ASB Referral Date _____ Referred by _____
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Name of Applicant

PEACHES BROADCASTING, LTD.

Call letters (if issued)

NEW

Is this application being filed in response to a window? ☒ Yes ☐ No

If Yes, specify closing date: December 14, 1989

Purpose of Application: (check appropriate box(es))

- | | |
|--|---|
| <input checked="" type="checkbox"/> Construct a new (main) facility | <input type="checkbox"/> Construct a new auxiliary facility |
| <input type="checkbox"/> Modify existing construction permit for main facility | <input type="checkbox"/> Modify existing construction permit for auxiliary facility |
| <input type="checkbox"/> Modify licensed main facility | <input type="checkbox"/> Modify licensed auxiliary facility |

If purpose is to modify, indicate below the nature of change(s) and specify the file number(s) of the authorizations affected.

- | | |
|---|--|
| <input type="checkbox"/> Antenna supporting-structure height | <input type="checkbox"/> Effective radiated power |
| <input type="checkbox"/> Antenna height above average terrain | <input type="checkbox"/> Frequency |
| <input type="checkbox"/> Antenna location | <input type="checkbox"/> Class |
| <input type="checkbox"/> Main Studio location | <input type="checkbox"/> Other (Summarize briefly) |

File Number(s) _____

1. Allocation:

Channel No.	Principal community to be served:		
	City	County	State
289	Baldwin	Nassau	FL

Class (check only one box below)

- ☒ A
 ☐ B1
 ☐ B
 ☐ C3
☐ C2
☐ C1
☐ C

2. Exact location of antenna.

(a) Specify address, city, county and state. If no address, specify distance and bearing relative to the nearest town or landmark. 2500 feet Northwest of the Brandy Branch Church, Nassau County, Florida.

(b) Geographical coordinates (to nearest second). If mounted on element of an AM array, specify coordinates of center of array. Otherwise, specify tower location. Specify South Latitude or East Longitude where applicable; otherwise, North Latitude or West Longitude will be presumed.

Latitude	30°	22'	28"	Longitude	82°	01'	36"
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3. Is supporting structure the same as that of another station(s) or proposed in another pending application(s)? ☐ Yes ☒ No

If Yes, give call letter(s) or file number(s) or both.

N/A

If proposal involves a change in height of an existing structure, specify existing height above ground level including antenna, all other appurtenances, and lighting, if any.

N/A

4. Does the application propose to correct previous site coordinates?

☐ Yes ☒ No

If Yes, list old coordinates.

Latitude	°	'	"	Longitude	°	'	"
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5. Has the FAA been notified of the proposed construction?

☒ Yes ☐ No

If Yes, give date and office where notice was filed and attach as an Exhibit a copy of FAA determination, if available.

Exhibit No.
VB-1A

Date December 11, 1989 Office where filed Southern Region

6. List all landing areas within 8 km of antenna site. Specify distance and bearing from structure to nearest point of the nearest runway.

Landing Area	Distance (km)	Bearing (degrees True)
(a) <u>None located within 8 km of the proposed site</u>		
(b) _____		

7. (a) Elevation: (to the nearest meter)

(1) of site above mean sea level: 19 meters

(2) of the top of supporting structure above ground (including antenna, all other appurtenances, and lighting, if any); and 106 meters

(3) of the top of supporting structure above mean sea level [(aX1) + (aX2)] 125 meters

(b) Height of radiation center: (to the nearest meter) H - Horizontal; V - Vertical

(1) above ground 102 meters (H)

102 meters (V)

(2) above mean sea level [(aX1) + (bX1)] 121 meters (H)

121 meters (V)

(3) above average terrain 100 meters (H)

100 meters (V)

8. Attach as an Exhibit sketch(es) of the supporting structure, labelling all elevations required in Question 7 above, except item 7(b)(3). If mounted on an AM directional-array element, specify heights and orientations of all array towers, as well as location of FM radiator.

Exhibit No.
VB-2

9. Effective Radiated Power:

ERP in the horizontal plane 6 kw (H=) 6 kw (V=)

(b) Is beam tilt proposed?

☐ Yes ☒ No

If Yes, specify maximum ERP in the plane of the tilted beam, and attach as an Exhibit a vertical elevational plot of radiated field.

N/A kw (H=) N/A kw (V=)

Exhibit No.
N/A

*Polarization

10. Is a directional antenna proposed?

☐ Yes ☒ No

If Yes, attach as an Exhibit a statement with all data specified in 47 C.F.R. Section 73.316, including plot(s) and tabulations of the relative field.

Exhibit No.
N/A

11. Will the proposed facility satisfy the requirements of 47 C.F.R. Sections 73.315(a) and (b)?

☒ Yes ☐ No

If No, attach as an Exhibit a request for waiver and justification therefor, including amounts and percentages of population and area that will not receive 3.16 mV/m service.

Exhibit No.
N/A

12. Will the main studio be within the protected 3.16 mV/m field strength contour of this proposal?

☒ Yes ☐ No

If No, attach as an Exhibit justification pursuant to 47 C.F.R. Section 73.1125.

Exhibit No.
N/A

13. (a) Does the proposed facility satisfy the requirements of 47 C.F.R. Section 73.207?

☒ Yes ☐ No

(b) If the answer to (a) is No, does 47 C.F.R. Section 73.213 apply?

N/A ☐ Yes ☐ No

(c) If the answer to (b) is Yes, attach as an Exhibit a justification, including a summary of previous waivers.

Exhibit No.
N/A

(d) If the answer to (a) is No and the answer to (b) is No, attach as an Exhibit a statement describing the short spacing(s) and how it or they arose.

Exhibit No.
N/A

(e) If authorization pursuant to 47 C.F.R. Section 73.215 is requested, attach as an Exhibit a complete engineering study to establish the lack of prohibited overlap of contours involving affected stations. The engineering study must include the following:

Exhibit No.
N/A

- (1) Protected and interfering contours, in all directions (360°), for the proposed operation.
- (2) Protected and interfering contours, over pertinent arcs, of all short-spaced assignments, applications and allotments, including a plot showing each transmitter location, with identifying call letters or file numbers, and indication of whether facility is operating or proposed. For vacant allotments, use the reference coordinates as the transmitter location.
- (3) When necessary to show more detail, an additional allocation study utilizing a map with a larger scale to clearly show prohibited overlap will not occur.
- (4) A scale of kilometers and properly labeled longitude and latitude lines, shown across the entire exhibit(s). Sufficient lines should be shown so that the location of the sites may be verified.
- (5) The official title(s) of the map(s) used in the exhibit(s).

14. Are there: (a) within 60 meters of the proposed antenna, any proposed or authorized FM or TV transmitters, or any nonbroadcast (except citizens band or amateur) radio stations; or (b) within the blanketing contour, any established commercial or government receiving stations, cable head-end facilities, or populated areas; or (c) within ten (10) kilometers of the proposed antenna, any proposed or authorized FM or TV transmitters which may produce receiver-induced intermodulation interference?

☐ Yes ☒ No

If Yes, attach as an Exhibit a description of any expected, undesired effects of operations and remedial steps to be pursued if necessary, and a statement accepting full responsibility for the elimination of any objectionable interference (including that caused by receiver-induced or other types of modulation) to facilities in existence or authorized or to radio receivers in use prior to grant of this application. (See 47 C.F.R. Sections 73.315(b), 73.316(e) and 73.318.)

Exhibit No.
N/A